

RAYMOND A. JOAO, ESQ.  
122 BELLEVUE PLACE  
YONKERS, NEW YORK 10703  
(914) 969-2992

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**FAX COVER SHEET**

To: U.S. Patent and Trademark Office

From: Raymond A. Joao, Esq.

Date: July 24, 2004

Fax No.: 1-703-872-9306

Re: U.S. PATENT APPLICATION SERIAL NO. 09/771,491


No. Pages: 20 (including cover)

Re: AMENDMENT AND RESPONSE TO OFFICE ACTION - U.S. PATENT  
APPLICATION SERIAL NO. 09/771,491

To Whom It May Concern:

Please find transmitted herewith an AMENDMENT AND RESPONSE  
TO OFFICE ACTION in the above-identified application.

Respectfully Submitted,



Raymond A. Joao

Reg. No. 35,907

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I hereby certify that this correspondence is being  
transmitted via facsimile transmission to the United States  
Patent and Trademark Office at 703-872-9306 on July 24, 2004.

 **OFFICIAL**  
Raymond A. Joao

RJ180

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT : RAYMOND A. JOAO

SERIAL NO.: 09/771,491

FILED : JANUARY 27, 2001

FOR : APPARATUS AND METHOD FOR EFFECTUATING AN  
AFFILIATED MARKETING RELATIONSHIP

EXAMINER : S. WASYLCHAK

GROUP : 3624

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO OFFICE ACTION

Sir:

This is an Amendment and Response to Office Action  
in response to the Office Action, mailed May 6, 2004, wherein  
the Examiner rejected Claims 1-20 in view of a prior art  
reference.

Based on the following Amendments and Remarks, the application is deemed to be in condition for allowance and action to that end is respectfully requested.

Please amend the application as follows: